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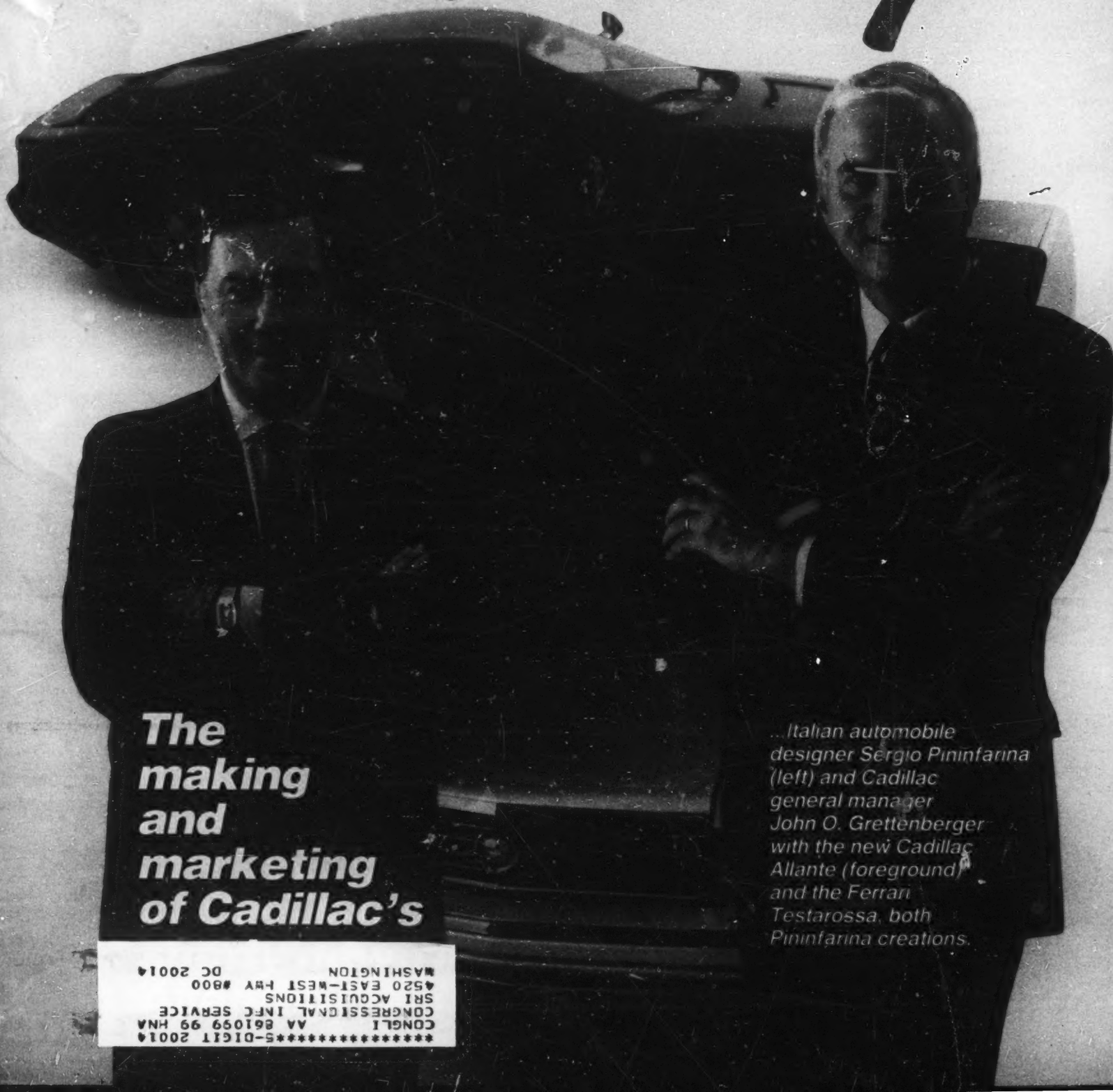
SPECIAL REPORT
Marketing to the Affluent

Advertising Age Thursday

Crain's Magazine of the Creative Process



The making and marketing of Cadillac's

...Italian automobile designer Sergio Pininfarina (left) and Cadillac general manager John O. Grettenberger with the new Cadillac Allante (foreground) and the Ferrari Testarossa, both Pininfarina creations.

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